

Alberta...
GLORIOUS FAMILY VACATIONLAND



MALIGNE LAKE IN JASPER NATIONAL PARK



ALBERTA · CANADA *Glorious Family Vacationland*



A NIGHT VIEW OF AN ALBERTA OIL REFINERY



A TYPICAL ALBERTA FARMSTEAD



This is Your Invitation ...

to vacation any time of the year in Alberta, Canada's outstanding holiday province. Come in the golden warmth of summer to enjoy the many wholesome family activities: come in the cool of the spring or the tawny beauty of the brisk fall seasons, when travel is light and accommodation plentiful: come in the crisp glitter of a bracing winter when winter sports amid foothills and mountains are at their best.

We invite you to find new friends, new purpose, and renewed health in the carefree relaxation found in Alberta's scores of superb vacation spots.

Come as you please, travel as you please, and relax as you please amid the grandeur of the Rockies or the vast spaciousness of the western plains.



THE SINCERE HOSPITALITY OF THE OLD WEST IS YOURS IN ALBERTA • CANADA'S VACATIONLAND

HOODOOS IN THE BADLANDS OF ALBERTA



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Recreation

Indoors or out . . . lazy or active . . . the specific type of recreation that appeals to you personally, is awaiting in Alberta. From mountain climbing to sailing . . . from golfing to the enjoyment of fine art and the theatre . . . from fishing, hiking, riding and hunting to lolling on sun-baked sandy beaches . . . you can enjoy Alberta's crisp pollen-free air sparkling under azure skies.

Saddle trips through breathtaking scenery are a feature of a Rockies vacation

Golfers, too, play amid towering peaks and along beautiful lakes



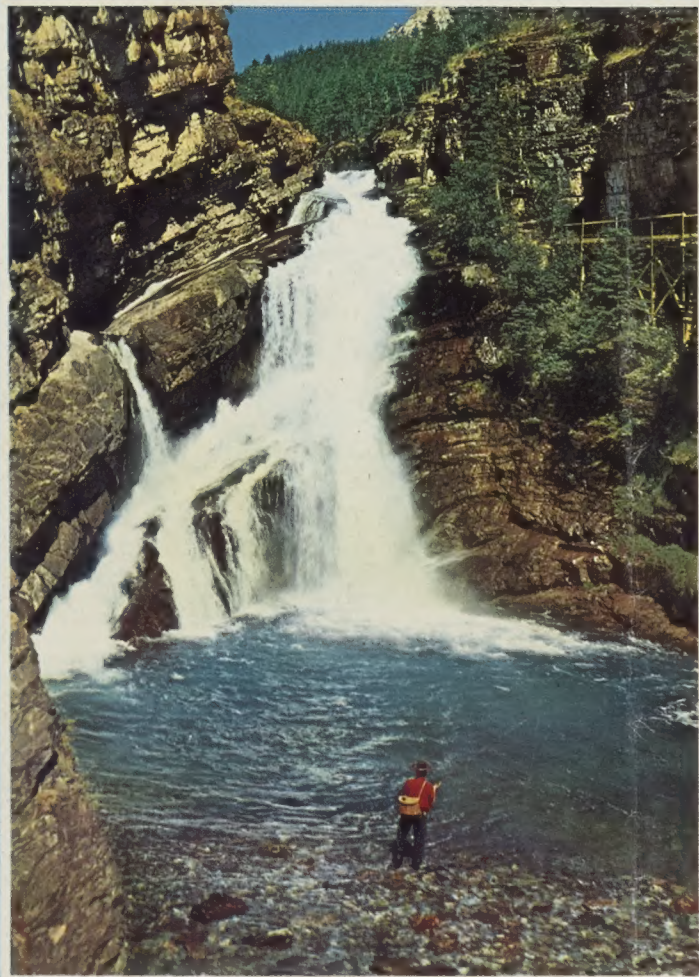


Many groups of cycling and hiking hostellers enjoy jaunts along the Banff-Jasper highway

Rock climbing is an exhilarating and strenuous sport

The sportsman in Alberta can enjoy splendid game bird and big game hunting





Lakes and Streams

Hundreds of sun dappled lakes and streams throughout Alberta are the favorite uncrowded summer haunts of thousands of visitors. Fine sandy beaches with picnic facilities . . . boat trips amid the most glorious mountain scenery in the world . . . exciting fishing for real fighting 'lunkers' or tasty trout . . . the warm caress of clear sparkling water that makes swimming the popular sport it is, all are features of Alberta's waterside resorts.

Fishing at Cameron Falls,
Waterton National Park

Swimmers at Lake Edith, Jasper National Park





Big 'uns from an Alberta lake
Beautiful beaches are always popular



Typical Alberta roadside free campsite beside Lundbreck Falls



Your own individual log chalet under the pines, or excellent campsites for your tent, are both available in Alberta



Accommodation

From the clean, well equipped and picturesquely located roadside campsites operated without charge by the provincial government, through well equipped trailer courts, to cozy individual log chalets nestled under mountain pines, Alberta has accommodation for everyone

Alberta's motels are licensed and classified under government regulations to ensure that the visitor can readily identify by star designation the quality of accommodation he seeks.



A free accommodation booklet listing names, rates and services of Alberta's accommodation facilities is available by mail from the Alberta Travel Bureau, Legislative Building, Edmonton, or from motor associations and information bureaus throughout the continent.



An Alberta vacationer can literally fish from his own trailer doorstep

THINGS TO SEE AND ENJOY

in Alberta

Natural grandeur and man-made splendors . . . geological curiosities and historic sites of stirring memory . . . all these and more await the visitor to Alberta. Visit the fascinating Badlands where fossilized remains of dinosaurs can still be seen; tour restored forts and missions where courageous pioneers once withstood the perils of the early west; marvel at the tremendous new engineering accomplishments throughout the province, and delight in the abundance of wildlife in natural surroundings. Sightseeing is a full-time vacation pleasure in Alberta.



Fine china, metal work and other quality merchandise delight visitors to Alberta stores



The "Jasper Story" is a unique nighttime production staged by residents of Jasper townsite annually at the height of the tourist season in an open air amphitheatre. It has attracted international renown



The world famous Calgary Stampede with its thrilling chuckwagon races is an annual event attracting thousands to cheer on competing cowboys in a full program of rodeo events



The original church of Father Lacombe, pioneer missionary, is now a museum at St. Albert

The Frank Slide wiped out scores of lives and a portion of a town when Turtle Mountain split and tumbled





Alberta has many fine restaurants specializing in superb cuisine

The Banff School of Fine Arts attracts instructors and students from around the world



A member of the Royal Canadian Mounted Police shows a young visitor around historic Fort Macleod

The blue waters of Waterton Lake
nestling between towering peaks
make the daily boat excursion
a memorable trip



The twin auditoriums
at Edmonton and Calgary
combine superb engineering
with outstanding decor



Replicas of early reptiles surround the zoo at St. George's Island, Calgary



GROWING CITIES

in Alberta

Cosmopolitan in bustle and appearance . . . friendly western in welcome and people . . . Alberta's ultra-modern cities offer a wealth of interest and entertainment. Modern shops—huge department stores—unique out-of-the-way boutiques—robust saddle and tack shops—provide hours of fascinating shopping. Modern, fast municipal transportation facilities, fine parks, beautiful gardens and handsome homes, amazing zoos, outstanding museums, sparkling night spots, and the best of theatres all have a magnetic appeal to visitors in Alberta's metropolitan centres.



The Alberta legislative buildings are in the foreground of this aerial view of the City of Edmonton



The bustling business section of Calgary is marked by many modern office buildings and stores
The Rockies can be seen in the far distance



Brilliant and colorful lighting is a nighttime feature of Alberta's cities

The campus of the University of Alberta is steadily expanding





Fine homes and well tended lawns are typical of Alberta communities

Outstanding sports events are year 'round city attractions



TRANSPORTATION ... *in Alberta*

Travel by any means is a pleasure in Alberta. Ultra-modern aircraft of inter-continental airlines serve the province's metropolitan airports. Trans-continental railways and bus lines link Alberta's resort, urban and rural communities.



Fully modern facilities for servicing private aircraft are available at every civic airport. For motorists who come by the thousands to Alberta's vacation wonderlands each year, modern highways—many four-laned—spread their network throughout the province's mountains, foothills and prairies. Good gravelled highways lead into Alberta's byways, secluded retreats and remote areas where fishing, hunting and camping conditions are ideal.



The Alberta Government Travel Bureau at Fort Macleod serves thousands of visitors annually



Fast modern buses
link Alberta's
communities



Alberta is the
international
crossroads
for air travel



Car travel
is a pleasure
on Alberta's
superb highways



Transcontinental
trains sweep through
Alberta's Rockies

- It's easy to plan a vacation in Alberta. Border crossing formalities are at a minimum, and the border is more of a gateway of welcome than a barrier of examination.
- United States visitors who visit Canada 12 or more consecutive days may take home duty-free \$500 worth of merchandise at wholesale value. Those who stay 48 hours may take home \$200 worth of merchandise duty-free.
- Currencies of all other countries should be changed for Canadian dollars at banks. Day to day exchange charges are at the official rate set by the International Exchange Bank.
- Tourist Information centres are maintained during summer months at most cities in Alberta, and large cities have year 'round bureaus.
- A full list of national and provincial parks, with their facilities, is contained in the Alberta Travel Bureau's free Accommodation Guide.
- Fishing and hunting, both for big game and for waterfowl and upland game birds, are major Alberta activities. Regulations for each may be obtained on request.
- There are no toll roads, toll bridges or toll ferries in Alberta.
- The "working West" may be seen to best advantage at 'dude' or guest ranches, where paying guests are welcomed at regular working ranches. A list may be obtained from the Alberta Travel Bureau.
- Regular road reports on highway conditions are issued weekly during the summer months when travel is at a peak. Any tourist bureau can give you the latest report on road conditions anywhere in Alberta.
- All tourist accommodation in the province is regularly inspected by health authorities, licensed by the Department of Industry and Development, and classified by star rating by the Alberta Travel Bureau.
- The entire eastern slope of the Canadian Rockies have a zero rating for hay fever incidence.
- There are no venomous snakes or poisonous insects in any of Alberta's resort or vacation areas.
- For full details on any aspect of travel in Alberta, write:

ALBERTA TRAVEL BUREAU, Legislative Building, Edmonton, Alberta, Canada.





ALBERTA·CANADA *for a Happy Family Holiday*

Lithographed In Canada

Left: An Indian and a Mountie chat during the colorful Banff Indian Days celebration

Right: A cairn and plaque commemorate Nurse Edith Cavell at the base of the mountain named in her honor

Overleaf: A ride to the top of Sulphur Mountain on the gondola lift is a thrilling route to an impressive view

Inside Back Cover: Red Rock Canyon at Waterton National Park is a beautiful natural phenomena









SKIERS AT LAKE LOUISE PAUSE TO VIEW THE SPARKLING BEAUTY OF THE SURROUNDING SNOW CLAD MOUNTAINS.

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